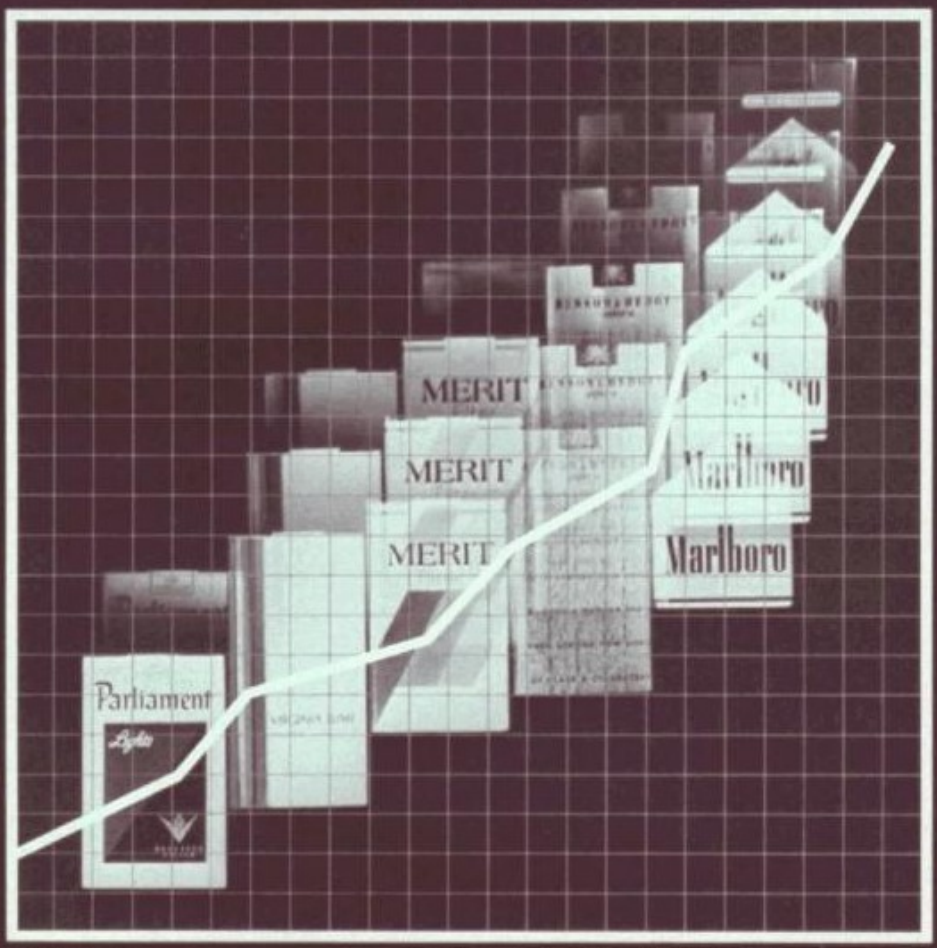
Source: https://www.industrydocuments.ucsf.edu/docs/sngn0003

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. TT285—MAXWELL—Req. No. 54566—Page—(7 x 10 inches)—B&W—Convention & Trade Books, 1979 (A)
Printed in U.S.A.

Year after year, Philip Morris outgrows the rest of the industry combined.



Source: Maxwell Report,
courtesy of Morgan Stanley & Co., Inc.

This was true again in 1978, for the twelfth straight year.

And Philip Morris is the only company whose market share has gone up in each of the past 17 years.

Our sales success is based on the ability to identify the preferences of smokers and to anticipate changes in those preferences.

Proof of success is in your sales of Marlboro, Benson & Hedges, Merit, Virginia Slims and Parliament as well as in our sales.

Philip Morris makes the brands you sell more of. Year after year.

PHILIP MORRIS USA

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